

# Octavio Cesar Martinez

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## PROFILE

Octavio Cesar Martinez is an experienced sales manager, corporate relationship developer, and sales trainer with more than 25 years of experience. He shares his knowledge of leadership and personal development skills with people throughout the United States and around the world. He has addressed audiences and conducted seminars for businesses, colleges, churches and non-governmental organizations in Norway, Ecuador, India, Italy, Germany and Tajikistan. He has also guest lectured at Bethel, Asbury, Fuller, and BIOLA University.

## EXPERIENCE

### **Consultant on Leadership and Development (2017)**

- Consulted individual leaders in the public, private, non-profit and arts sectors on matters related personal and professional development

### **Executive Director of Development & Outreach — Star of Hope USA (2016)**

- Octavio functioned as the senior fundraising manager for Star of Hope [SOH], and was chiefly responsible for bringing in revenue streams to SOH by way of grants, donations, special events, or other ordinary non-profit fundraising activities.
- He developed and implemented strategic plans to raise funds for SOH in cost-effective and time-efficient manner.
- He established appropriate fundraising systems and related collateral, maintained and oversaw potential donor pipeline.
- He developed and maintained the SOH “brand” and public information in the US market; while managing and leading subordinate staff, interns and volunteers.
- Finally, Octavio fulfilled a public affairs role in addition to office-based work.

### **Founder & Lead Pastor – Mosaic Whittier (2008-2015)**

- Directed and managed staff, volunteer network and creative teams to successfully coordinate weekly gatherings, special events and community outreach initiatives.
- Cultivated community from 15 to 250 active participants
- Developed annual budget from \$0.00 to over \$200,000.00
- Established relationships with community leaders to develop partnerships, identify community needs, and implement outreach initiatives
- Counseled and advised community members through a broad range of personal events, experiences and transitions
- Participated in speaking engagements and conducted seminars in Norway, Ecuador, India, Italy, Germany and Tajikistan

**Corporate Account Executive — AT&T (2007-2009)**

- Managed 250 corporate accounts in downtown Los Angeles [approx. \$4.2 million in revenue]
- Successfully grew revenue base of active accounts by 4%, and prospected and grew new business by 3% through development of corporate relationships and delivery of excellent customer service
- Achieved highest gross gains for the 4th quarter of 2007

**Business Account Manager & Trainer / Sales Analyst — Verizon (1996-2007)**Business Account Manager

- Increased customer base in retail, business and government markets by 11%
- Advocated for customers to resolve complaints and increased income streams in accounts

Trainer Sales Analyst

- Developed three sales training programs which were implemented throughout Southern California
- Monitored store performance for 15 stores in territories throughout California

**Sales Representative & Trainer — Pacific Bell Yellow Pages (1986-1996)**

- Increased territory revenue by an average of 17% annually
- Conducted sales training programs and implemented new procedures to facilitate the flow of order processing
- Successfully trained more than 90 sales representatives who demonstrated a quantifiable increase in sales as a result of the training
- Developed and increased revenues by 9% from cold calls, leads and expansion of customer base

## **EDUCATION & LANGUAGE**

Philosophy, B.A. — Biola University

Spanish — Native Speaker

## **TRAININGS & SPEAKING ENGAGEMENTS**

- 2018 Navigating Professional Change, Personal Mastery — TRIVAGO, [Germany]
- 2018 Leadership and Creative Development Seminars — Hedmarktoppen [Norway]
- 2018 Navigating Professional Change, Personal Mastery — Unity Media, [Germany]
- 2018 Character Matrix — Reynolds School of Leadership, Charleston, North Carolina
- 2017 Assume the Best of Others — TRIVAGO, [Germany]
- 2017 Communication, Leadership, Design Seminars — TRIBUS, [Germany]
- 2017 Assume the Best of Others — Unity Media, [Germany]
- 2016 Consulted and created visual presentations for Dr. Marcus Goodloe:
  - Dallas Baptist University
  - Bridging Divides
  - Talent is Not Enough
  - Small Group Training [WAVE Norfolk Campus]
  - A Compass to Consider [University of Southern Mississippi]
  - Facing the Giants [WAVE Norfolk Campus]

2015 Leadership and Creative Development Seminars — Hedmarktoppen [Norway]  
 2015 Leadership and Creative Development Seminars — El Vino Nuevo, Verbo [Ecuador]  
 2014 Leadership Development Seminar — California Association of Colleges Bookstore  
 2013 Leadership Development Seminar — Nuova Vita [Italy]  
 2012 Leadership Development Seminar — California Association of Colleges Bookstore  
 2011 Customer Service Seminar — FRG [Tajikistan]  
 2011 Leadership Development Seminar[s] — Various [Ireland]  
 2010–14 Communication, Leadership, Design Seminars — [Germany]  
 2010 Leadership Development Seminar — Vikasitha [India]  
 2009 Public Speaking Seminar — LifeLabs [California]  
 2000 Leadership Development Seminar — CalSan [California]

## PUBLICATIONS

Author: *It Was A Beautiful Day When My Father Died*, a book on forgiveness

Co-author: *HABITS, Six Steps To The Art of Influence*, a book on personal development, with Dr. Marcus Goodloe

## SKILLS

Public Speaking	Coaching	Training
Team Building	Team Leadership	Fundraising
Non-Profit Management	Event Planning	Customer Service
Leadership Development	Volunteer Management	Strategic Planning